

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

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It's the Glorious Eastertide!

in the Valley of the Moon

There isn't very much we could write about Easter that hasn't been written for hundreds of years--and much better than we could. But there are services in all local churches, a union service at the Reformed church, a sunrise service in the foothills near Feters Springs. And we hope you'll all be there and there and there.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Ph. WE 8-4731. New offices, 18340 Sonoma Hwy.

And (what some may have forgotten) it's also April Fools' day. Do you fall for some of the old gags every year? Or do you pretend to fall just to please the kids who have worked so hard to fool you? How many eggs do you eat? 'Way back, all us kids tried to see who could eat the most. Our own high record was nine, mostly fried.

GREEN TREE NURSERY, Arnold Drive at Craig. Everything new. Special low prices this weekend. Make us a visit. Browse around.

An American Indian petitioned the court to have his name changed. The judge asked his present name.

"Chief Screeching Train Whistle," he replied.

"And what do you want it changed to?" asked the judge.

"Toots," replied the Indian.

GALLO BROS. CHEVRON SERVICE, Boyes. Repairing all cars.

Tow service. DeSoto and Plymouth new cars. Quality used cars.

Have been making a faux pas. (Always called it just the way it's spelled until we learned it was "fo paw.") Got a call from Greengrass last week asking us where their ad was. Looked. It wasn't there. Nor had it been for a week or two previous. Just one of those things that happen in every well regulated newspaper office. But they're back this week, and we're hoping it never happens again.

Any time a husband gives his wife flowers for no reason, there's a reason. **VALLEY WATCH REPAIR, Boyes. Costume Jewelry. GEORGE'S MEATS, at Boyes Springs Food Center. Special low prices on Easter hams. High quality, tender meats, always.**

And along the same lines as the top of the previous item, we always call it as near like it's spelled as we can. The "hors d'oeuvres." Coming out of us it sounds like hors de oeuvres! Horrible. But we like it that way.

EL DORADO HOTEL, Sonoma. Specialists in Italian food. Banquets and club dinners. Historic atmosphere. A friendly place.

May: "What color dress are you going to wear to the party tomorrow night?"

Faye: "Each lady is supposed to wear something to match her husband's hair, so I guess I'll wear my gray dress. What are you going to wear?"

May: "I guess I'd better not go."

BOYES SPRINGS FOOD CENTER. Large stocks of superb food. Easy shopping, one-stop. Complete beverage departments.

We're hoping Ike vetoes the farm bill as the conference committees seem determined to present it to him, with 90 per cent rigid parity payments. That's what built up our huge surpluses of farm products, and thus had a most depressing effect on the farmers' income but which never were passed on to the consumer. Sure the dems would like to see a veto, which in their opinion might embarrass Ike in the farm states next fall. But any intelligent farmer will not fall for the obviously political attempt to "help the farmer."

PAUL'S GRAND REOPENING PARTY, Friday, April 6. It's also a birthday party—and you're invited. Entertainment. Food. Fun. LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Comes now an official "grand reopening" of Paul's up in Verano, coupled with a Paul Jr. birthday party. It's set for Friday, April 6. Look for a free buffet dinner, entertainment, good food and lots of fun. You're invited.

Paul also is making rapid progress on his new buildings, 12 bedrooms, 12 baths, getting ready for opening to the public. The swim pool, really a large one, will open on May 1.

FRUIT TREES, Berries, Grapes. Two for price of one this weekend. Brand new setup. GREEN TREE NURSERY, Craig at Arnold.

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WORTH T. CRAVENS, Real Estate, Hiway 12 at Boyes. LILA W. DEL PONTE, Associate. General Insurance, Rentals, and Sales.

Doctor: "You'll have to stop worrying and thinking about yourself so much. Throw yourself into your work." Patient: "But, Doc, I'm a cement mixer."

EASTER CARDS, coloring materials, decorations. Always the latest and best at RUGGLES VARIETY STORE, Sonoma.

FIELDS UNION SERVICE, Main Corner, Boyes. Union Oil products. Experienced mechanic on duty. Guaranteed service.

"What about our proposed branch bank?"

Had thought to stop with just that little question. So many people have asked us, and we don't know the answer.

Looks like it's been stymied. By somebody. Best guess it's been by the two Sonoma banks, through their higher-up offices in the city.

We know the Exchange bank of Santa Rosa had gone so far with its plans as to order the vaults to be used here. Inquiry at state banking commission has brought no reply. Excuses given by the Santa Rosa bank are vague and ill-founded.

If the Sonoma banks and their higher-ups were smart they'd open a sub-branch here, equipped to cash checks, receive deposits and withdrawals and make change. That could be done in a \$50 a month building. They could become more liberal, too, in making building loans in this section.

If it becomes actually imperative, a bank sponsored by local capital could easily be organized, and probably will be if some progress isn't soon made by the Exchange bank.

We know of the town of Encino, in San Fernando valley, up against much the same situation as we. Banks on all sides of the community, some maybe four miles away. But they wanted their own bank. Got subscriptions for the required capitalization, and away they went. Whole process of constructing and building and opening up didn't take six months.

What are we waiting for?

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

FIRESIDE LODGE, just west of Sonoma, Hiway 12. Barbecuing is our long suit—steaks, chops, ribs, chicken. Splendid cocktail bar.

There's a new nursery in town, one that eventually may be the most complete setup in this section. It's the Green Tree nursery, at Arnold drive and Craig avenue, operated by Dick and Fran Terril, a young couple recently from San Francisco. (There are special prices on all stock during the coming weekend, and it's a wonderful time to get started in that back yard or acreage of yours.)

Dick is a graduate of Cal Tech at San Luis Obispo. Both young people worked for many months at the Mann nursery in Petaluma. Dick is a qualified landscape designer and they're both whizzes in their particular line.

There is a large lath house, outdoor displays of azaleas, camellias, daphnes, fruit trees, berries and grapes, plus all the other equipment and materials you'd expect to find.

The Terrills used to drive around on weekends from Petaluma, looking for a likely spot to land and stay put. When they saw the Valley of the Moon they both said, "This is it!" So now they have their own business, have a home, and really live right here. Let's make 'em welcome.

MENDEL'S CAFE, Boyes Springs Plaza. Our food (especially sizzling steaks) are winning wide approval. Tasty drinkables.

BUD THOMPSON, Plaza Barber, Boyes Springs, for the best and fastest barber service anywhere. Hair styling a specialty.

One of the mysteries of life is how a boy who wasn't good enough to marry the daughter can be the father of one of the smartest grandchildren in the world.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

DANCE Saturday nights and Sundays at **LITTLE SWITZERLAND**, El Verano. Fine music, Swiss food, congenial crowds, always.

Have learned something. In British Columbia any minor found in a bar is fined \$50. If he should succeed in buying a drink and is apprehended, his fine is up to \$150, and his parents get it too. Wouldn't that be an improvement on present California laws on the subject?

SONOMA GROVE, Hiway 12 near Boyes. Famous for Italian dinner, but hard to beat on other cuisine. Cocktail bar will please you.

HOOKE OAKS GROCERY TRAILER COURT. Hiway 12. Propane gas. Shell products. Trailer space available always.

The perturbed democrats don't seem to know as of now who'll be their nominee for president. Pretty badly split. Present hopefuls don't seem to be getting anywhere. They've got a good man, one who might give the republicans a bit of a scare, but they'll probably not have sense enough to nominate him. He's Governor Lausche of Ohio, who also likes Ike.

BANCROFT NURSERY, Sonoma. Easter Lilies now at their best. Trees, shrubs, roses, annuals, berries, grapes. Plant now.

OUR RESORT, El Verano. Where the Stein Club meets. Draft beer. Wonderful mixed drinks. **HARVEY** and **MELINA**.

Denny Coleman, proprietor of the COG club, now is saving real money and acquiring a new beer cooler. Has been paying \$1.30 a day for chipped ice just to keep his bottled beer cold. Sometimes more, especially in the hot summer months. And the damtank leaked and the ice was messy.

So now a new jigger. A cooler was installed (no charge, except there's a meter which calls for \$1 a day if it's going to keep working). In 596 days the box belongs to Denny, and he's saved anyway (what is 596 times 30 cents?). The entire installation holds 28 cases of beer.

More improvements at Denny's. A side door will be opened, leading to a private parking space back of the tavern. Parking on the street side has become increasingly scarce.

POWDER BOX BEAUTY SHOP, Arnold drive at Ellis's. All new equipment. Modern methods. Phone WE 8-2673 for appointment.
FOR — REDWOOD HANGING BASKET or PATIO PLANTER
Mail \$1.55 to P. O. BOX 398, EL VERANO, CALIF.

"How many times a day do you shave?" "Oh, 40 or 50 times."
"Are you crazy?" "No, I'm a barber."

MIKE & ROSE'S BOYES SPRINGS STORE. Famous for fine meats at lowest prices in the Springs area. "Specials" week ends.
VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

A sizeable new addition is being constructed down at Frank Buchbauer's B & L Laundromat, though it'll be used for added space for Buck's prosperous household appliance sales, maintenance and repair shop for anything electric. The addition is 20 by 40 feet, and will prove a welcome asset for the proprietor and his patrons.

WOODLEAF MARKET, Boyes. New, enlarged, mammoth stocks of everything in food, at consistently lower prices. Fountain, too.
RUSTIC INN, Glen Ellen. A historic tavern, with modern ideas.
GUNNER, RUTH or MANNY will welcome you—heartily.

Art Stewart and Col. E. A. Little went to Enchanted Hills Sunday for a directors' meeting. That's a summer camp in Napa valley, sponsored by Lions Clubs Cooperative, of which Stewart is president and Little secretary. Some 60 Lions clubs have united in sponsoring the camp, which is maintained exclusively for sightless children.

Eight cabins have already been erected by local Lions clubs, materials and labor being donated. This year a big general purpose building will be constructed, with dining hall, kitchen, restrooms, offices and assembly room, with a huge enclosed porch. Completion has been set for July of next year, when the International Lions convention will be held in San Francisco.

On the 320-acre grounds there is a large swimming pool, a natural lake, and every facility to make a two weeks' stay by blind children, most of them from the city, both enjoyable and helpful.

BROADWAY CAFE, Sonoma. A friendly gathering place, where Pop and Mom Medros make you feel at home. Take-outs too.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

Officer: "Miss, you were doing 60 miles an hour."

Miss: "Isn't that splendid! I only learned to drive yesterday, you know."

LARSON'S LIQUOR & SPORTING GOODS

Sportsmen's Center — Fishermen's and Hunters' Supplies

DENNY'S COG CLUB, main corner, Boyes. Sportsmen's headquarters. A large, friendly tavern, where everybody's your friend.

And a do-it-yourself house, capable of being built by an amateur couple in six weekends, will be open for inspection Saturday and Sunday from 1 to 5 p.m. on Cavedale road, near Agua Caliente. Darrell Huff and Paul Corey have built it, and it employs new materials and new construction methods, all at an amazingly small cost. You're invited to visit the house, its sale being handled by the Frank Green-grass Real Estate agency. And is there a view!

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

ROZARIO'S PALMS INN, Verano. Quiet and homelike, it's the favorite place for banquets, dinners, parties. And cocktails.

Boyes Hot Springs Merchants association had election of officers last week, Polidori reelected, also Bob Larson and Zelma Kahres. A few changes in directors turned up. Montgomery remains as treasurer. Plans for summer activities were the main discussion topics.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

YARD CLEAN-UP by an expert. Call "Red" Donnelly, WE 8-3241. Box 261, El Verano. Right now's the time to clean-up.

And now everybody's excited over a hazy prospect that General Motors may locate its new northern California assembly plant in some section not too far from the Springs area. Hope they do. Would be logical if they did, 'cause we've got all the answers. But have we gone after the plant hard enough? However, whether or not it comes this-away, some big outfit is going to come in hereabouts, and in the not too far distant future. If you feel like investing in some real estate, go ahead, 'cause you can't lose.

TOWNSEND'S—next to Bank of America, Sonoma. Santa Rosa brand work shoes. Work and sports clothes a specialty.

RICHFIELD SERVICE, Boyes, Plaza at Hiway 12. Bud Delaney is the proprietor. Highest quality gas and oil, tires, batteries.

A Kentucky colonel read aloud a recipe for roast ham. "Place the ham in the pot," it directed. "Soak it one day in bourbon and cook it a short time. The second day, add a bottle of Jamaica rum, and cook it for awhile. The third day, add a bottle of port wine, and the fourth day some fine rye whiskey."

"How does that sound to you?" asked the colonel of his old negro cook. "I dunno about the ham," was the reply, "but it sure sounds like the makin's of mighty powerful gravy."

THE IDLE HOUR, at the big curve south of Boyes. New ownership. Mighty good food. Coors beer on draft. MARIE HAYES. GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

AND THE GRIPER SAYS—

Why continually advertise to Russia over the radio that our ground observers corps is deficient and a sneak attack is always a possibility? There must be listeners who are tickled to death to hear and forward such information.

Three people have asked me about someone to do diskings. Why don't some of the people who do that work advertise their whereabouts in Moonbeams? Also the same is true of people who wish to have their lawns rolled with a small-size power roller. Many of them are Moonbeams readers. Has "It pays to advertise" gone obsolete?

SONOMA GOLF & COUNTRY CLUB, for the best food in the Valley. Excellent cocktail bar. Sumptuously luxuriant.

B & L LAUNDROMAT, Fetters Springs. Latest modern equipment. Fast service, low charge. Take it easy on wash day—every week.

WANTED — A MAN

A man who can find things to be done without the help of a manager and three assistants.

A man who gets to work on time in the morning and does not imperil the lives of others in the attempt to be the first to quit work at night.

A man who is neat in appearance and does not sulk because of an hour overtime in emergencies.

A man who listens carefully when he is spoken to and asks only enough questions to insure the accurate carrying out of instructions.

A man who looks you straight in the eye and tells the truth every time.

A man who does not pity himself for having to work.

A man who is cheerful, courteous to everyone, and always determined to make good.

MEAT DEPT., Woodleaf Market, Boyes, headed by Frank Burmis, who dishes out the finest meats at lowest prices in the area.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

One of life's great unsolved mysteries is why they put such big holes in Swiss cheese when it's limburger that needs the ventilation.

BOYES VARIETY STORE, Hwy. 12. Easter headquarters—egg colors, cards, etc. We've got everything for the home and yard.

MOVING and STORAGE. CLOUSE DELIVERY SERVICE. WE 8-2467, Sonoma. BOB CLOUSE, Your Friendly Mover.

WHAT IS CHARITY?

It is silence when your words would hurt.

It's patience when your neighbor is curt.

It's deafness when scandal flows.

It's thoughtfulness for another's woes.

It's promptness when stern duty calls.

It's courage when misfortune falls.

SONOMA MISSION INN, known throughout the nation for quality dinners, cocktails, friendliness. Convention headquarters.

Real estate headquarters — sales or rentals—**WOODS-FRANQUELIN CO.,** Boyes Springs Branch. Fast service. Personal attention.

A LESSON IN LIVING

On a recent trip we reached our destination on the second night afterafter driving two days through intermittent rain and sun. Our car was undoubtedly the dirtiest vehicle on the road. Our first concern, after securing accommodations for the night, was to find a service station with car-wash facilities.

An hour or two later our car was returned, shining from bumper to bumper. Even the tires were washed and painted with preservation compound. It looked as new as it did the day it left the factory.

The "car-wash boy" himself delivered it, and we complimented him on his work. A grin creased his face and a look of pride came into his eyes. "Ise the best car-washer in town," he told us—and we believed him. There was no boastfulness in his claim; his second statement explained it: "Ah loves to wash cars."

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-2750.

Federal and State Income Tax Returns prepared. 20 years state income tax auditor. **EDMUND C. REEDY,** 18340 Sonoma Hwy., Boyes.